



City of Seattle presents
Frank Dixon for a discussion on

Total Corporate Responsibility

Achieving Sustainability &
Real Prosperity

Cosponsored by:

Bainbridge Graduate Institute

NBIS/Profitable Sustainability Conference

Newground Social Investment

When: Monday, June 14, 5:30 – 7:00 pm

Location: Bertha Knight Landes Room
Seattle City Hall, 600 4th Avenue

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Frank Dixon

Frank Dixon is Managing Director of Research & Development at Innovest. Dixon develops methodologies for assessing the relative financial impacts of corporate environmental and social strategies. He oversees the analysis of nearly 1,500 companies around the world. Dixon helps financial sector clients develop socially-responsible investment products. He has an MBA from Harvard Business School.



Innovest Strategic Value Advisors

Innovest is an internationally recognized investment research and advisory firm specializing in analyzing companies' performance on environmental, social, and strategic governance issues, with a particular focus on their impact on competitiveness, profitability, and share price performance. Founded in 1995 with the mission of identifying non-traditional sources of risk and value potential for investors, the firm currently has over US \$1 billion under direct sub-advisory mandates. Innovest provides custom portfolio analysis and research to leading fund managers, and research and strategic advice to Global Fortune 500 industrial companies.

Sustainability & Prosperity

Can America create a sustainable society within our current economic and political systems? Today, we measure our nation's prosperity in terms of economic growth – a metric that does not consider the health of ecosystems, or our personal well-being. Our political campaigns are financed by corporations – a practice that results in a system of corporate welfare and public distrust of our elected officials.

Frank Dixon, a leader in Corporate Social Responsibility (CSR), explains why our current systems prohibit well-intentioned executives from making real progress towards sustainability.

Dixon has developed a new methodology called Total Corporate Responsibility (TCR). TCR acknowledges the interconnectedness of all things, and promotes a whole-systems approach to business management. Modeling our economic system after nature and recognizing that there are limits to growth, TCR engages capital markets to hold corporations accountable for environmental and social impacts. TCR recognizes current economic realities and encourages businesses to take practical, incremental actions towards creating a sustainable future.

*Can Seattle learn from
Bhutan, and begin to
measure our prosperity in
terms of happiness?*

*Join us in a discussion of
economic models and
metrics that can lead to a
more sustainable and
prosperous community.*



Profitable Sustainability
THE FUTURE OF BUSINESS

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